

**business and industrial coordinating council**



46 BRADFORD PLACE • NEWARK, NEW JERSEY 07102 • AREA CODE 201 622-0272

ROLAND E. STEWART, EXECUTIVE DIRECTOR

EXECUTIVE DIRECTOR'S REPORT

August 30, 1971

BICC WORLD OF WORK BROCHURE

During August 1971, BICC sent out over 5,000 brochures requesting job listings of open or potential job slots from employers throughout Essex, Union and Hudson Counties. This was an out and out request for jobs, seemingly competing with established fee paid licensed employment agencies and the NJSES. The move was really in line with the 12 month employment project with Adaptive Systems who, through BICC, want to interview 1,200 persons for placement in employment or training. The key to any placement are positions either current or within the future. Jobs in the reasonably near future may be trained for or prepared for, if they are of general significance.

The Chamber of Commerce offered to send out 2,500 brochures to its members, and to tout the BICC job training placement program. Newark City Welfare clients are being interviewed at the rate of 50-60 a week to determine employability and/or placement via the BICC Computer Match System. Significant findings are being made about the nature, character, and employment psychology of the welfare recipient. City Welfare has recognized the match system as a viable pre-vocational counseling tool. (See enclosed news article)

EMPLOYMENT & TRAINING APPLICANTS

From last October through the present over 1,100 applicants have visited BICC without its advertising the placement function. Twenty percent of all persons come from outside of Newark, while 80% are between 20 to 30 years of age. About 35% of the persons seen, do not have high school diplomas and only about 35% of the total persons are referred to employment or training. The keys to referrals are the stated employer requirements of a high school diploma, and the non-priority status given referrals which either match the job as described by the employer in-house, or are based upon compatible elements. The truth of the matter is that selection is neither an exact nor objective science as evidenced by high turnover and exclusion of talented minorities.

Candidates for training do better because BICC training classes rely heavily on the Computer Match, which is regarded as a specialized kind of selection tool. Since employers do not see it in the same light in the Personnel offices, potentially desirable employees may never be introduced to the department that they are statistically postured toward succeeding in.

August 30, 1971

To combat employer apathy, a BICC Computer Matched person now has a referral card which says: "This person matched Xjob in your company as determined by your supervisory personnel." This approach is designed to place the rejection burden where it belongs, since the employer has indicated specifically what he is looking for and BICC has filled the order.

BOARD OF EDUCATION CO-SPONSORED TRAINING CLASS

The Newark Board of Education has been underwriting a 15 week Clerical Training Course which ended the middle of August with 9 graduates. They are willing to co-sponsor another, underwriting 3 teachers commencing September 6th. Tentative plans include a language lab for Spanish to English, teachers for related education and skill training, and a stenographer class in the evening. Recruitment and selection of participants involve the Computer Match System. The reading lab hopefully, will utilize materials developed through Mr. Charles Catlett, of Prudential Life Insurance Company. BICC intends to train some of the persons on both city and county welfare rolls.

MAYOR'S TASK FORCE ON EDUCATION*Hank Boardman*

Shortly after Mayor Gibson announced a task force on education problems in the city, the BICC Director phoned him personally asking to help. Co-chairman Wolf wrote to him offering BICC services, either on the part of staff or committee persons. An analysis of the listing of Task Force persons named shows (1) no person, agency, or business represented from the BICC family or (2) no person or agency represented from the twenty plus community organizations which took part in the BICC Teacher's Strike Sit In. BICC has been active in promoting the Industrial Arts Curriculum now in all the Newark Junior High Schools affecting 2,000 students. BICC has been involved with the South Side High School "School Within a School", plus the Title One remedial education program. Prominently involved with BICC are some outstanding members of the education and business-education profession. (See enclosed news article)

EQUAL EMPLOYMENT OPPORTUNITY REPORTS

Several criticisms were raised related to the press release on EEOC reports by businesses and BICC members. Comments ran from the report being negative to why say such things while actively seeking funds from the business community. One analysis included the fact that since there was no comment about some companies doing well, that all companies who were sensitive to the criticism (or facts) would attempt to do better.

BICC has taken another tack in response to EEOC letters from companies. It now encloses a copy of the news release, asks for growth patterns for the last three years, and informs the writer that the agency will send the company's reply and an endorsement letter directly to the Equal Employment Opportunity Commission. In the meantime, the BICC Task Force is continuing to visit companies to assist them in evaluating and expanding their EEOC progress.

CONFRONTATIONS WITH BREWERIES

BICC was involved in the area of human relations with one of the breweries in the area, which seemingly has problems relating to the Black and Puerto Rican community. Recommended to the Plant Manager was (1) dialogue with the Black and Puerto Rican community leaders (2) actions taken based upon their input (3) another look at employment practices (4) more involvement in the Newark scene (5) a public relations approach to polishing its image as a responsible contributing member of the Newark community. None of these activities have happened to date.

BICC STAFFING PATTERN

The staff of BICC constructed a proposed \$350,000 budget involving 27 persons in a type of agency. The intent of the proposal was to obtain funds from whatever sources available; State, Federal, Municipal, Foundations, Chamber, business and industry. BICC staff recognizes a 1970 decade dynamic, that business is somewhat tired of supporting multiple organizations and being advised of social responsibilities. Best summarized is the feeling that the agency should be an opportunistic one, being made viable and relevant by capitalizing on funding from all sources included in its mandate of employment, training, and education. The staff of BICC has already put together programmatic approaches which would approach most of the \$350,000 budget and 27 staff persons. BICC received \$35,000 from Adaptive Systems, \$15,000 from foundations, a proposed \$134,000 from Dept. of Labor and Industry, and a proposed \$71,000 from Prudential. This constitutes \$50,000 in hand, in addition to basic Chamber funds. The pending proposals raise the total to about \$240,000. The Funding Committee of BICC is continuing its analysis of ways and means of raising funds. It is hoped this committee will assist in securing the services of a Research and Development Assistant who will seek ways and means of funding the BICC operation.

*NOT PASSED*

SALES TRAINING COURSE RE-VISITED

That now famous Sales Training Course at the Skills Center is still rattling around. Were NJSES to conduct follow-ups, they would run into the same roadblocks as BICC. However, their conclusions would not be anywhere near the same as BICC's.

The BICC determined star pupil of the class dropped out due to illness, and was burdened by varicose veins. She could not stand for long periods, a condition generally required of sales. The student is interested in a general clerk course, which BICC staff has begun to develop with her. The other 10 students have either unlisted telephones or disconnected ones. Letters have not been answered. BICC's conclusion is once trainees fall through the cracks, they are almost impossible to locate. It is then difficult to assess the value of training or the existence of upward mobility.

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13  
134  
71  
# 353

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DEPARTMENT OF LABOR PROPOSAL

Messrs Partenheimer and Boykin visited Mr. Clayton J. Cottrell, Regional Administrator of the United States Department of Labor, on August 19th, with our Clerical Proposal. There are strong indications that a "JOBS 70" (Consortium) would be easier to fund due to several million dollars being available. DOL will contact BICC before September 3rd, for additional action. BICC is exploring a possible consortium arrangement with Lincoln Technical Institute.

AMBULANCE SQUADS

A new group has emerged in the Central Ward seeking BICC support in establishing an Ambulance Squad. The Organization of Black Citizens has been working with staff to obtain support for a squad. Former Central Ward activity and the ambulance originally designated for them, has been effectively taken over by a group of Spanish American citizens.

Significant to the cause of the Organization of Black Citizens is the fact that their support to date has come from outside the Newark business community. Bristol Meyers Products of Hillside has contributed \$200.00. Merck Company Foundation of Rahway is prepared to contribute \$1,000, contingent upon the organization having obtained funds or pledges amounting to \$5,000 or more. They were careful to point out that their efforts in the Central Ward impressed them favorably. To date, no Newark company or entity has offered to help.

3 AMBULANCES NOW WORKING

- 1-DAYTON
- 1-JO. SIDE
- 1-SPANISH COMMUNITY

## Agency goes on a job hunt in Essex . . .

The Business and Industrial Coordinating Council of Newark has announced the launching of a countywide drive to secure functional descriptions of jobs or training opportunities for entry level and unskilled workers.

BICC Executive Director Roland E. Stewart said the organization has sent 2,000 letters to Essex County firms, requesting a listing of open jobs or those which may open in the near future.

Stewart said the employment and training situations will be compiled in a BICC job and training register, which will be used for "instant" referral of the agency's applicants.

The BICC director said the register is being compiled in line with civil rights laws and the agency's goal of "measuring the person for the job, and not the person in the abstract."

Stewart said functional activities of a training or employment opportunity, rather than descriptive data of the job, are the key elements to both the worker and employer.

The BICC director said his agency, which has been involved in minority worker recruitment and placement since 1963, helps both sides by providing "a practical, objective basis for hiring and selecting candidates."

He said the register will provide a "more meaningful basis" for compiling job data, and a time and cost saving method of pre-screening applicants.



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SANDRA KING

Industrial arts is generally a fancy title for the traditional book shelf-tie rack-making "shop" class—which has remained almost unchanged for generations.

But in Newark junior high schools this year, seventh and eighth grade boys are in for a surprise. Instead of making

up to put in a house, they be learning to build the house to put it in.

The new course, the Industrial Arts Curriculum Project (IACP), is an organized study of industrial technology which aims at giving students a broad overview of the man-made world.

Conceived at Ohio State

University in 1963, IACP has been in the research field evaluation and demonstration stages for six years.

The new approach in industrial arts was introduced to the Newark Board of Education in 1968 by the Business and Industrial Coordinating Council (BICC)—a Newark-based, nonprofit, job development and placement agency for minorities.

"They knew at Ohio State (which developed the program in conjunction with the University of Illinois) that something hadn't worked right with industrial arts," said Hank Boardman, chairman of the BICC Education Committee and community relations director for Western Electric.

"Industrial arts had become a hobby course and a dumping ground for the kids who weren't achieving," Boardman said, "but it should reflect how man shapes his environment."

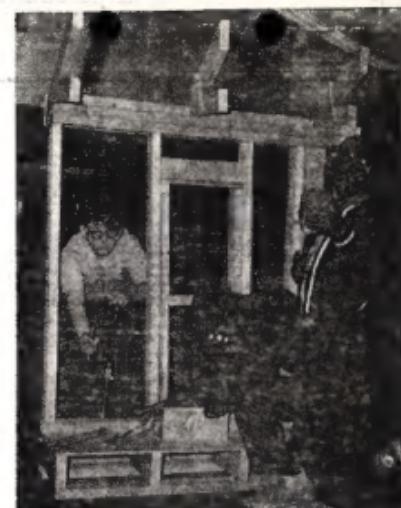
Boardman and the BICC persuaded the Board of Education to try the new curriculum and since 1968 two Newark junior highs—Webster and West Kinney—have served as demonstration centers.

Based on the success of the last three years, the board has decided this year to install the IACP program in all of the city's junior high schools.

IACP will take the place of "manual training" or "shop" for the seventh- and eighth-grade boys, who will attend the new class daily—learning the theoretical and practical sides of building and industry.

According to Boardman, the Board of Education has good reason to expand IACP city-wide—based on the success that was shown at West Kinney and Webster.

While conceding that no scientific study of the program



Putting theory into practice, seventh graders at West Kinney Junior High School prepare a wall module for heat and water connections

and its results has been done in Newark, Boardman said an informal survey of teachers and principals at the demonstration schools indicated those boys who took the special class showed improved academic achievement and fewer absences and discipline problems.

Before the end of the school year, the BICC and the Board of Education hope to do an in-depth study of IACP in Newark and Boardman expects the results of it to bear out his contention that the course "creates a learning climate and a desire for learning."

IACP is a two-year program—with "The World of Construction" the topic for seventh graders, and "The

World of Manufacturing" the subject matter for eighth grade classes.

Like many science courses, IACP uses the dual approach of theoretical and laboratory work. The students learn and study the concepts of work organization and building, using a textbook specially designed for the course. After a theoretical understanding is secured, the boys apply their new knowledge in practical lab situations.

"They study how things are done and the organization of human effort required," Boardman said. "Then they simulate the work itself—doing everything from laying concrete to building model homes, roads, bridges and dams."

The class, which in most

SUNDAY STAR-LEDGER, AUGUST 22, 1971

# Newark widens scope of industrial arts classes



An IACP lab project in rigging and steel construction is carried out under the watchful eyes of Jan Press, a teacher at Webster Junior High

cases will number 25 students, will be divided into teams of five for the lab work—each team having a boss, recorder, materials man, timekeeper and grievance and safety man.

The teams will compete against each other, getting a

taste of the real world of work.

Boardman maintains that another advantage of IACP is the "new kind of career exposure" that is offered. The final project for the seventh grade class is the building of a complete model home—from the buying

of land and financing of mortgages to the actual construction.

"The boys learn about a variety of jobs they never knew existed," the Western Electric executive said, "and they have the chance to ask questions and solve mysteries."

APPLICANTS	APPLICANTS	APPLICANTS											
		OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.
1. NEW APPLICANTS	961	36	38	75	54	59	135	132	96	105	92	92	
2. REPEAT APPLICANTS	308	21	34	23	23	21	31	35	22	33	31	35	
3. TOTAL	1222	57	72	98	87	80	166	157	118	138	123	127	
EDUCATION													
1. NHSG	365	7	21	29	47	37	62	53	32	25	22	30	
2. HSG	478	17	38	37	30	27	70	72	55	40	46	44	
3. 1 - 3 yrs.	280	3	12	12	7	16	28	26	28	23	18	13	
4. COLLEGE DEGREE	52	7	1	1	1	2	6	6	3	14	5	6	
1. REFERRALS EMP.	396	31	40	50	37	31	36	39	22	53	34	33	
1. COM. MATCH	59	5	3	13	2	3	5	9	2	4	6	7	
2. COM. ASSIST.	151	4	15	11	13	11	17	17	9	18	14	20	
3. NON COM.	136	3	22	24	21	6	11	11	10	22	14	14	
4. PROFESSIONAL	28	9	2	2	1	1	3	-	1	9	-	0	
V HIRING EMP.	93	7	12	16	10	8	9	6	8	8	3	6	
1. CM	4	0	0	0	0	0	1	1	0	0	1	1	
2. CA	39	2	3	4	5	4	5	5	4	3	1	3	
3. NC	35	4	9	2	5	2	2	0	3	5	1	2	
4. PROF.	4	0	0	0	0	1	2	0	1	0	-	0	
V REFERRALS TRNG.	92	3	2	3	5	3	14	24	12	2	13	11	
1. CM	19	0	0	0	0	1	3	6	4	0	1	4	
2. CA	50	1	1	1	0	8	15	8	1	10	3		
3. NC	23	2	1	2	3	2	3	3	0	1	2	4	
4. PROFESSIONAL										0	-	0	

VI	ACCEPTANCE TRNG.	ACCOUNTS	TOTAL	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUNE	JULY	AUG.	SEPT.
1.	C M	13	0	0	0	0	0	3	5	4	0	1	0		
2.	C A	42	2	0	1	2	0	8	13	7	1	7	1		
3.	N C	15	2	0	1	3	2	3	2	0	1	1	0		
4.	PROF.	0	0	0	0	0	0	0	0	0	0	0	0		
	TOTAL (Accepted)	68	4	0	2	5	2	14	18	11	2	9	1		
VII	RESIDENCE														
1.	NEWARK APPS.	924	44	58	84	75	67	64	134	94	86	73	85		
2.	NON NEWARK APPS.	201	13	14	14	12	13	42	53	24	19	19	7		
VIII	AGE OF APPS.														
1.	20 & UNDER	A	416	9	37	28	42	33	52	62	46	38	42	33	
2.	21 - 30	B	447	20	28	40	29	41	60	61	48	51	31	38	
3.	31 - 40	C	146	1	3	9	11	8	38	19	15	10	14	18	
4.	41 & OVER	D	80	3	4	7	5	1	16	15	15	6	5	3	
IX	COMPUTER INPUT														
1.	SICL's	(605)	550	13	33	41	39	25	122	66	63	48	41	57	
2.	JOCL's		600	0	13	19	5	1	2	7	0	0	1	12	
X	DNR - SICL														
	REFERRALS	■■■■■													

NHSG - NON HIGH SCHOOL GRADUATES  
 HSG - HIGH SCHOOL GRADUATES  
 CM - COMPUTER MATCHED  
 CA - COMPUTER ASSISTED  
 NC - NON COMPUTER  
 PRO - PROFESSIONAL  
 SICL - SELF INTERVIEW CHECK LIST  
 JOCL - JOB OUTLINE CHECK LIST

\* .55 SICL's - Welfare Dept.  
 Aug 16-27, 1971  
not included above

COMPUTER MATCH HIRES FOR AUGUST 1971

7/22 ca Purvis, Bertha - Rutgers University - Cashier  
7/26 nc Webb, Robert - Edison, McGraw - Stock Clerk  
7/29 nc Crosby, Ross - Prudential - NAB - Mail Clerk  
8/17 cm Shadd, Audrey - Fidelity Union Trust Co. - Proof Mach. Operator  
8/27 ca Schulman, Lillian - National State Bank - Telephone information Clerk  
7/26 ca Thomas, Gladys - Suburban Action Institute - Interviewer

COMPUTER MATCH JOBS FOR AUGUST 1971

7/21 N.J. Contractor's Development Corp. - Bookkeeper  
Field Representative  
Estimator  
Clerk-Typist  
7/27 Community Information & Referral Service - Court Liaison  
7/28 N.J. Contractor's Development Corp. - Telephone/Receptionist  
7/29 System Development Corp. - Keypunch Operator  
8/4 General Electric Repair Shop, North Bergen - Electrical Machinery Repair Helper  
8/6 Mundt Perforations, Jersey City - Machine Operator  
8/5 Jersey Plastics - Injection/Compressor Molder  
8/9 Mutual Benefit Clerical Training Class  
8/15 N. J. Regional Medical Program, East Orange - Secretary